10 Pro tips to take your Power BI Reports to the next level

Data Community Day Austria 2026



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- Senior Power BI Consultant
- ilionx
- Netherlands
- Microsoft Data Platform MVP

ilionx

MVP
Microsoft®
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Professional

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Platinum

ACP IT for innovators.

Gold

Lucient

b.telligent
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smart
casual
datadesign

COHESITY

Bronze

paiqo
The Platform & AI Company

redgate

devart

Power BI Camp
www.linearis.at

Overview

Designing intuitive layouts

Reduce rework and cognitive load

- Structure before visuals
- One question per page
- Consistent navigation

Standardize

Build faster across reports

- Start from a template
- Let the theme do the work
- Fix once, reuse everywhere

Use dynamic formatting

Make your reports respond to context

- Separate layout from data
- One visual, many contexts
- Guide attention with color

Bring it all together

Designing intuitive layouts

Reduce rework and cognitive load

Structure before visuals | design 1

Structure before visuals | design 2

Structure before visuals | design 1

Structure before visuals | design 2

Structure before visuals | design 1

65,299
Quantity (#)
LY: **63,986** +2,1% ✓

1,649,494
Turnover ($)
LY: **1,605,179** +2,8% ✓

KPI
- ○ Turnover ($)
- ◉ Quantity (#)

Year
2020

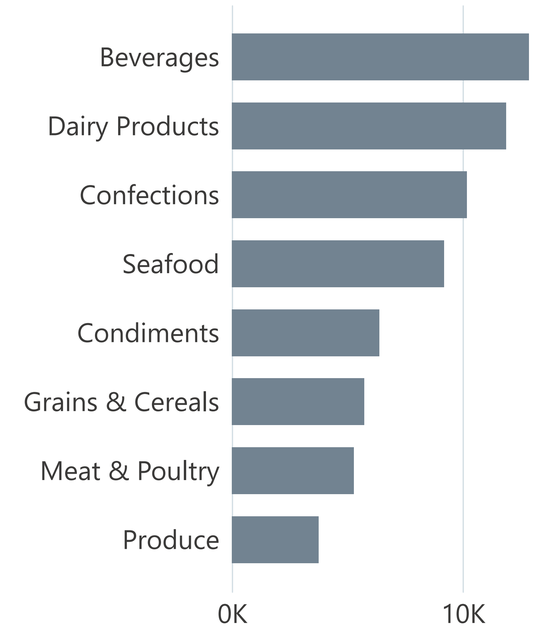
Continent
All

Category
All

Employee
All

Select a category to see more details

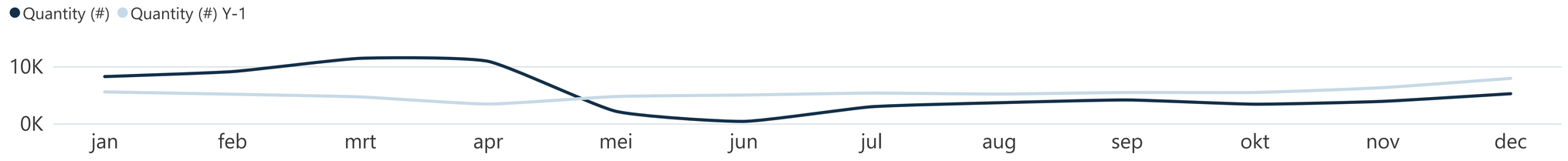
Quantity (#) by Category



Category | Product

Category	Orders (#)	Quantity (#)	Turnover ($)	Discount ($)	Freight ($)
⊞ Beverages	279	12,868	393,184	-64,135	32,474
⊞ Condiments	163	6,384	134,328	-42,511	32,474
⊞ Confections	239	10,187	220,952	-41,008	32,474
⊞ Dairy Products	254	11,887	314,025	-61,138	32,474
⊞ Grains & Cereals	159	5,739	125,191	-9,550	32,474
⊞ Meat & Poultry	153	5,278	183,613	-67,357	32,474
⊞ Produce	115	3,762	121,396	-15,318	32,474
⊞ Seafood	215	9,194	156,806	-36,280	32,474
Total	**417**	**65,299**	**1,649,494**	**-337,298**	**32,474**

Trend



Structure before visuals | design 2

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KPI
- (●) Quantity (#)
- ( ) Turnover ($)

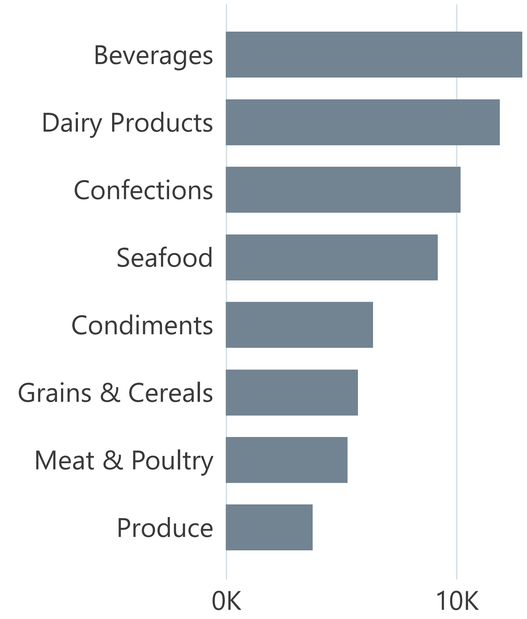
Year
2020

Continent
All

Category
All

Employee
All

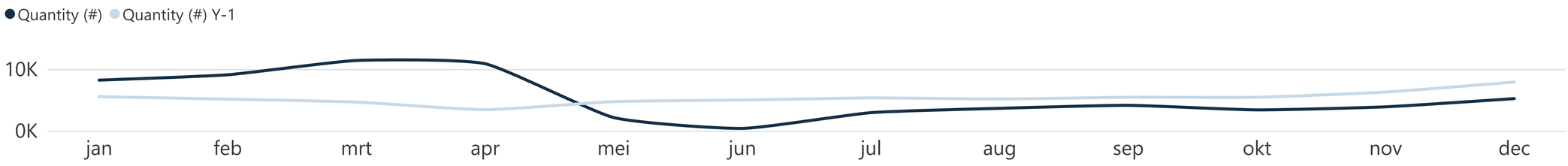
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Trend



Select a category to see more details

Design each page around a single key question

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1,649,494
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KPI
- (●) Quantity (#)
- ( ) Turnover ($)

Year
2020

Continent
All

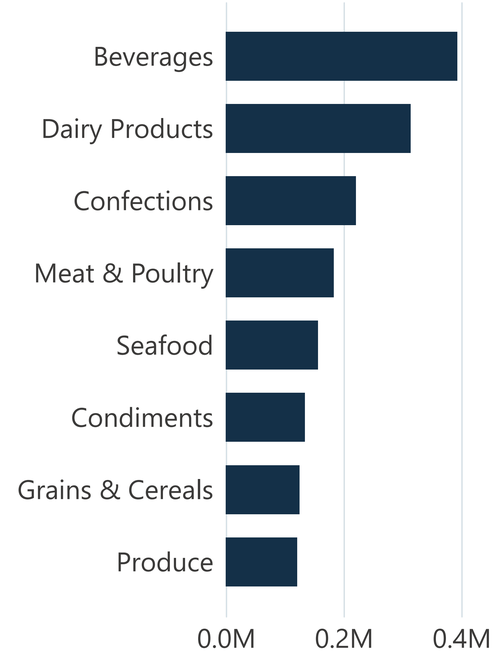
Category
All

Employee
All

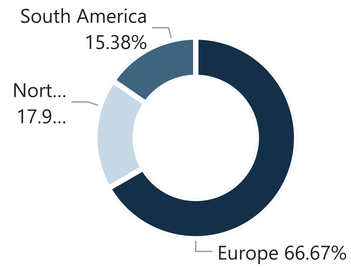
Which region has the highest sales?

Continent	Turnover ($)
⊞ Europe	987,285
⊞ North America	344,474
⊞ South America	317,734
Total	**1,649,494**

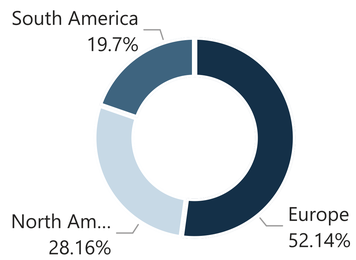
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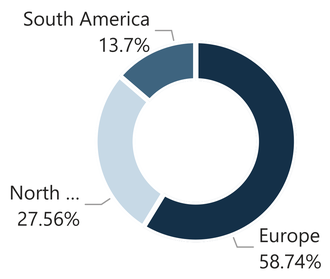
Shipped too late



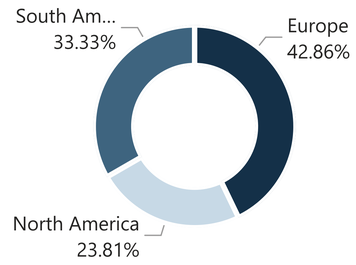
Discount ($)



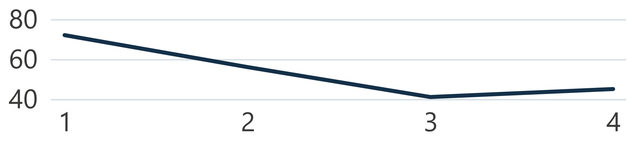
Freight ($)



Not shipped yet



Unique customers by quarter



Unique products by quarter



What were the best months for sales



Design each page around a single key question

KPI

- (•) Quantity (#)
- ( ) Turnover ($)

Year

2020

Continent

All

Category

All

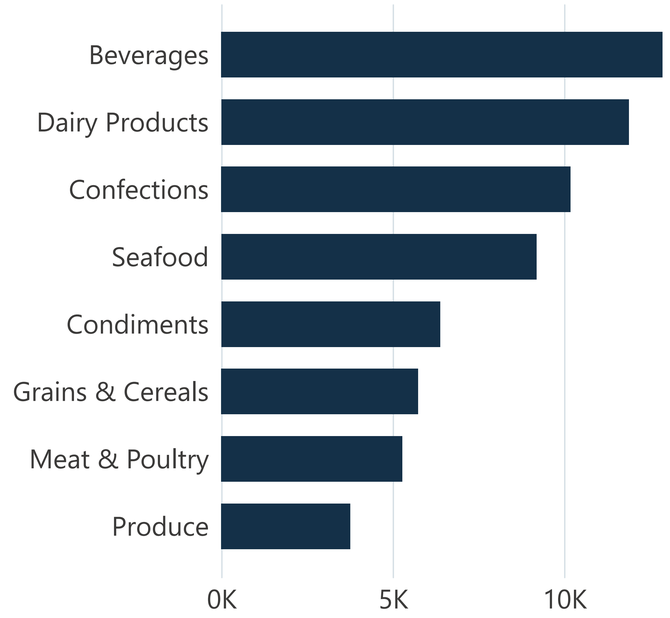
Employee

All

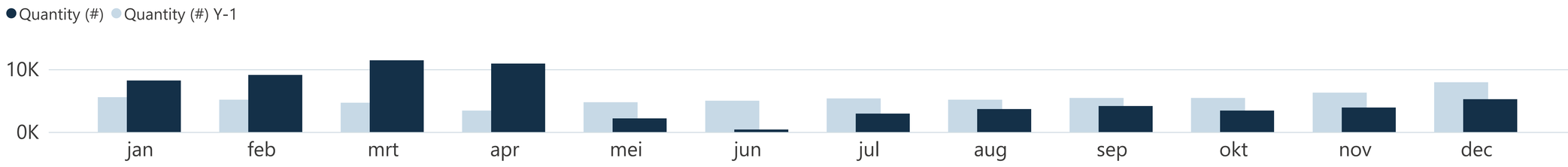
Where is the highest Quantity (#)

Continent	Country	Category	Quantity (#)
Europe	**Germany**	Confections	1,571
		Dairy Products	1,495
		Seafood	1,483
		Beverages	1,436
		Grains & Cereals	806
		Meat & Poultry	720
		Condiments	641
		Produce	318
		Total	**8,470**
	France	Beverages	1,215
		Dairy Products	1,102

Which category has the highest Quantity (#)



Which month has the highest Quantity (#)

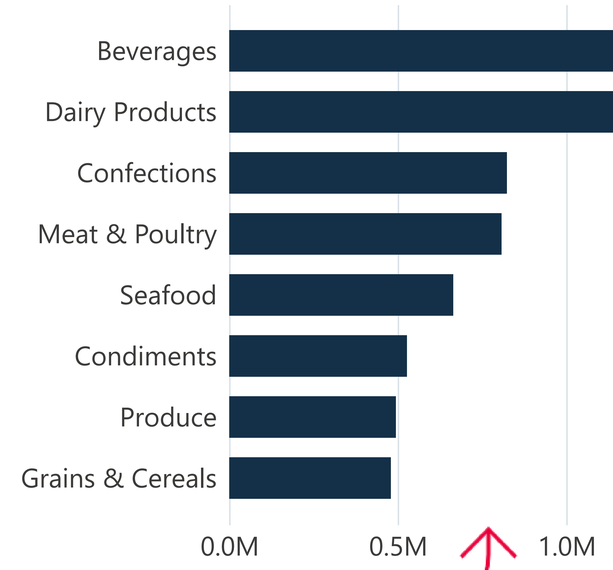


Consistent navigation across pages

klik here for homepage

Page 1 | Page 2

Which category has the highest sales?



Select a category to see more details

Consistent navigation across pages

Which region has the highest sales?

Continent	Country	Category	Turnover ($)
Europe	**Austria**	Beverages	96,004
		Condiments	20,747
		Confections	49,558
		Dairy Products	41,759
		Grains & Cereals	12,694
		Meat & Poultry	29,193
		Produce	21,674
		Seafood	45,125
		Total	**316,755**
	Belgium	Beverages	21,081

Standardize

Build faster across reports

Start every report from a reusable template

Use JSON themes to enforce consistent styling

KPI

- (●) Quantity (#)
- ( ) Turnover ($)

Year

2020

Continent

All

Category

All

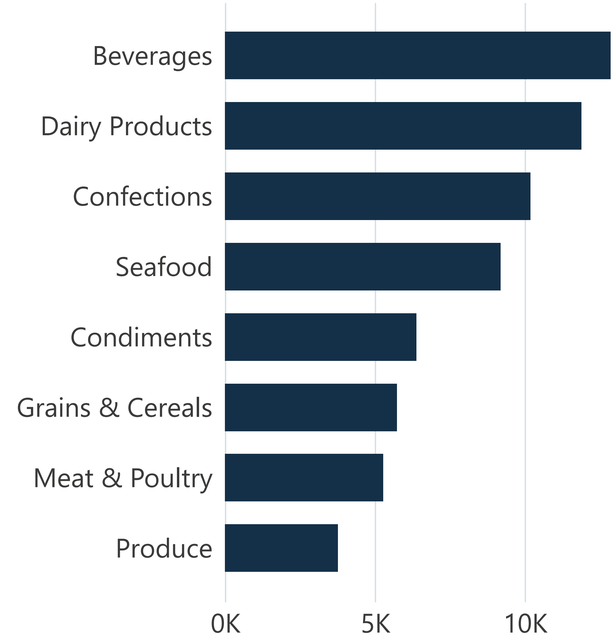
Employee

All

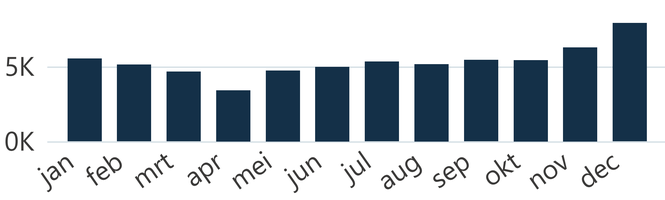
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		Meat & Poultry	720
		Condiments	641
		Produce	318
		Total	**8,470**
	France	Beverages	1,215
		Dairy Products	1,102
		Confections	920
		Seafood	667
		Condiments	413
		Meat & Poultry	366
		Grains & Cereals	351
		Produce	229
		Total	**5,263**
	Spain	Seafood	825

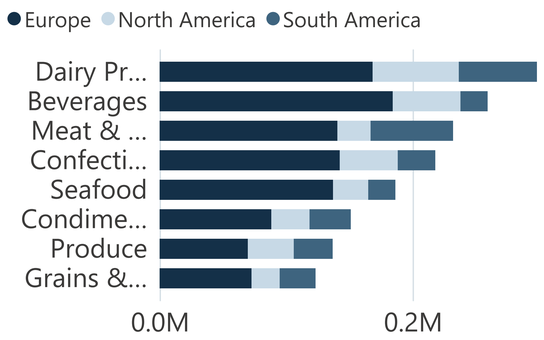
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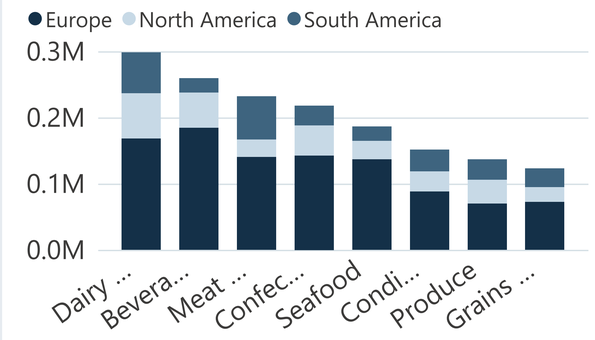
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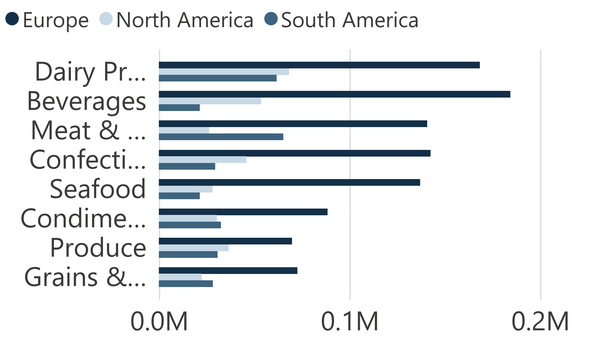
Turnover ($) by Category and Continent



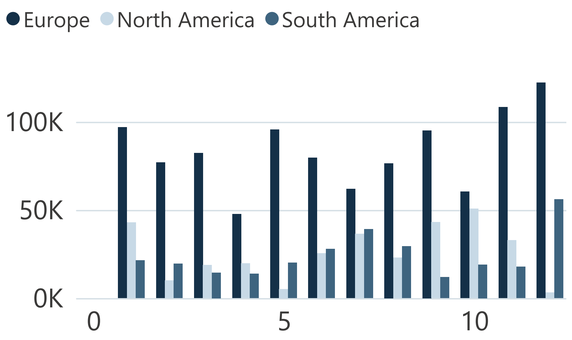
Turnover ($) by Category and Continent



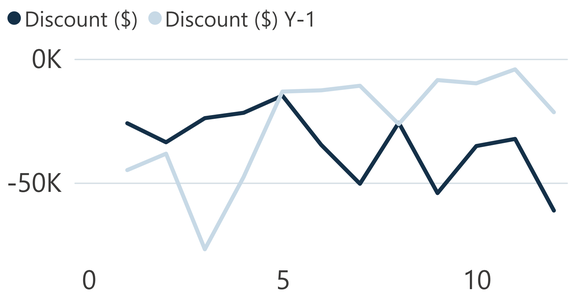
Turnover ($) by Category and Continent



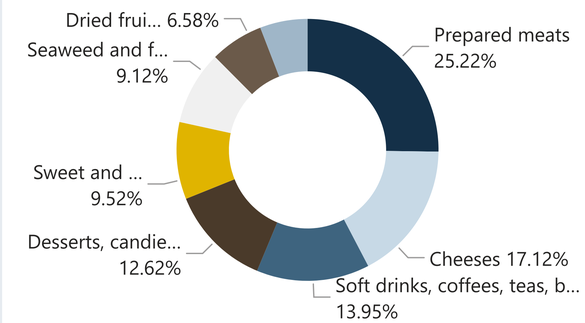
Turnover ($) by Month and Continent



Discount ($) and Discount ($) Y-1 by Month



Discount ($) by Description



Year

- [ ] (Blank)
- [ ] 2018
- [ ] 2019
- [ ] 2020
- [ ] 2021

-414K
Discount ($)

25
Orders shipped too late

Description	2019	Total
⊞ Prepared me...	-104,5...	**-104,5...**
⊞ Cheeses	-70,956	**-70,956**
⊞ Soft drinks, c...	-57,834	**-57,834**
⊞ Desserts, can...	-52,286	**-52,286**
⊞ Sweet and sa...	-39,447	**-39,447**
⊞ Seaweed and ...	-37,807	**-37,807**
Total	**-414,4...**	**-414,4...**

Description	Orders (#)	Turnover ($)	Discount ($)
Breads, crackers, pasta, and cereal	163	123,380	-24,329
Cheeses	244	298,290	-70,956
Desserts, candies, and sweet breads	227	217,788	-52,286
Dried fruit	114	126,825	-27,291
Total	**407**	**1,605,179**	**-414,457**

Category

- Beverages
- Condiments
- Confections
- Dairy Products
- Grains & Cer...
- Meat & Poultry
- Produce
- Seafood

Fix once, reuse everywhere

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KPI
- ○ Turnover ($)
- ◉ Quantity (#)

Year
2020

Continent
All

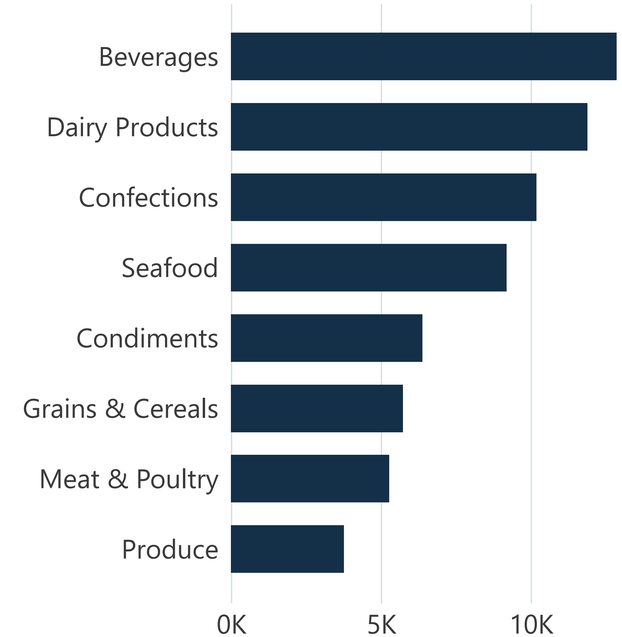
Category
All

Employee
All

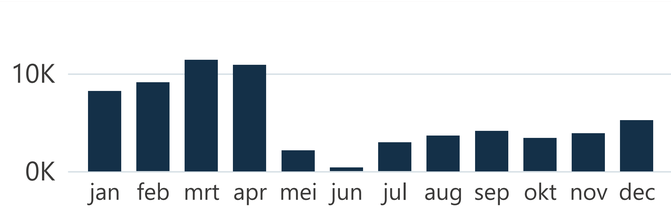
Which region has the highest sales?

Continent	Quantity (#)
Europe	**39,285**
Austria	3,040
Belgium	2,149
Denmark	1,072
Finland	1,594
France	5,263
Germany	8,470
Ireland	1,895
Italy	2,000
Norway	562
Poland	1,277
Portugal	707
Spain	3,669
Sweden	2,838
Switzerland	1,103
UK	3,646
North America	**14,338**
Canada	1,935
Total	**65,299**

Which category has the highest sales?



Which month has the highest sales?



Use dynamic formatting

One visual, many contexts

From static design to responsive reports

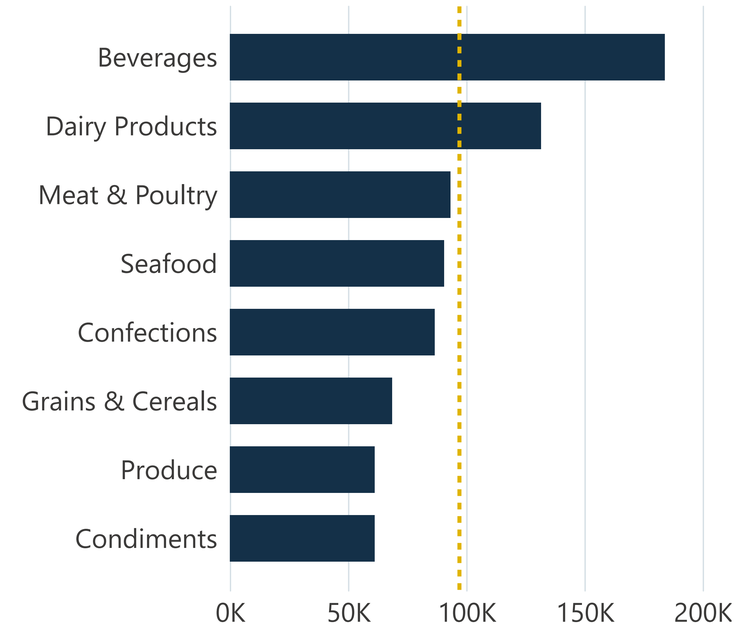
Year
2018

Continent
Europe

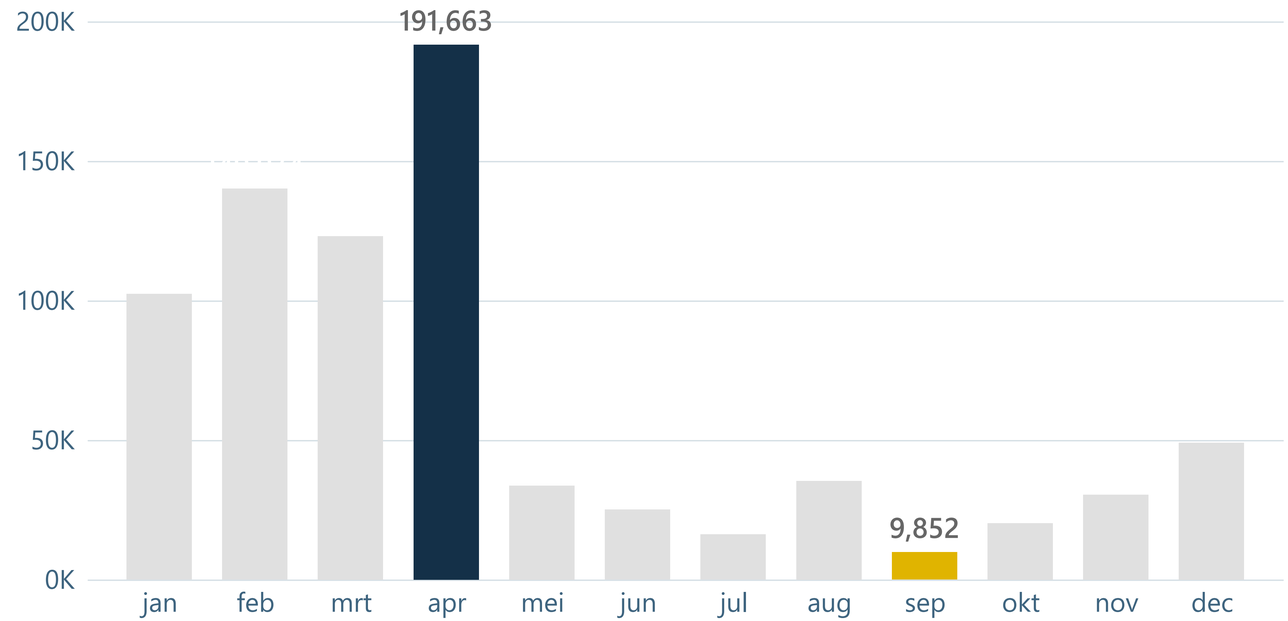
Category
All

Employee
All

Turnover ($) total by Category



Turnover ($) by Month short



Use field parameters and dynamic titles instead of creating extra visuals

KPI

- (●) Turnover ($)
- ( ) Quantity (#)

Year

2020

Continent

All

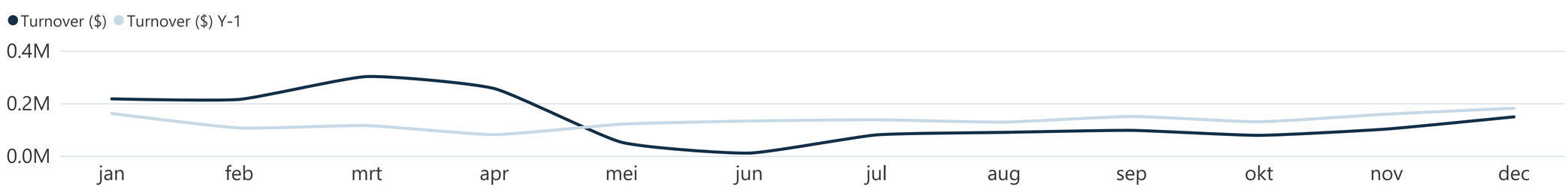
Category

All

Employee

All

Trendline of Turnover ($)



Build with accessibility in mind

Year
2020

Continent
All

Category
All

Employee

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-20.4%
Discount (%)
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Bring it all together

How to standardize your process and save time across projects

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Feedback form:

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- Marjolein Opsteegh
- Senior Power BI Consultant
- ilionx
- Netherlands
- Microsoft Data Platform MVP

MVP
Microsoft®
Most Valuable Professional

Date	Country	Company	order_id	Category	Product	Quantity (#)	Unit price	Turnover ($)
	Argentina	Cactus Comidas para llevar	10782	Condiments	Vegie-spread	80	43.90	2,194
	Argentina	Rancho grande	10716	Condiments	Sirop d'érable	14	28.50	399
	Austria	Ernst Handel	10351	Condiments	Gula Malacca	14	19.45	267
	Austria	Ernst Handel	10442	Condiments	Chef Anton's Cajun Seasoning	14	22.00	246
	Austria	Ernst Handel	10442	Condiments	Gula Malacca	24	19.45	467
	Austria	Ernst Handel	10514	Condiments	Chef Anton's Gumbo Mix	29	21.35	493
	Austria	Ernst Handel	10514	Condiments	Gula Malacca	6	19.45	99
	Austria	Ernst Handel	10595	Condiments	Chef Anton's Cajun Seasoning	12	22.00	259
	Austria	Ernst Handel	10776	Condiments	Louisiana Fiery Hot Pepper Sauce	6	21.05	126
	Austria	Piccolo und mehr	10392	Condiments	Northwoods Cranberry Sauce	70	40.00	1,680
	Austria	Piccolo und mehr	10427	Condiments	Original Frankfurter Grüne Soße	21	13.00	205
	Belgium	Maison Dewey	10529	Condiments	Original Frankfurter Grüne Soße	15	13.00	195
	Belgium	Maison Dewey	10649	Condiments	Chef Anton's Cajun Seasoning	33	22.00	726
	Belgium	Suprêmes délices	10458	Condiments	Chef Anton's Cajun Seasoning	30	22.00	627
	Belgium	Suprêmes délices	10463	Condiments	Sirop d'érable	60	28.50	1,676
	Brazil	Comércio Mineiro	10290	Condiments	Northwoods Cranberry Sauce	30	40.00	1,200
	Brazil	Familia Arquibaldo	10414	Condiments	Louisiana Fiery Hot Pepper Sauce	35	21.05	588
	Brazil	Familia Arquibaldo	10512	Condiments	Chef Anton's Gumbo Mix	70	21.35	1,495
	Brazil	Familia Arquibaldo	10650	Condiments	Louisiana Fiery Hot Pepper Sauce	14	21.05	250
	Brazil	Gourmet Lanchonetes	10734	Condiments	Gula Malacca	13	19.45	253
	Brazil	Gourmet Lanchonetes	10734	Condiments	Louisiana Fiery Hot Pepper Sauce	80	21.05	1,344
	Brazil	Hanari Carnes	10541	Condiments	Chef Anton's Gumbo Mix	30	21.35	480
	Brazil	Hanari Carnes	10783	Condiments	Vegie-spread	20	43.90	878
	Brazil	Que Delícia	10261	Condiments	Sirop d'érable	7	28.50	200
Total						**25,710**		**526,394**